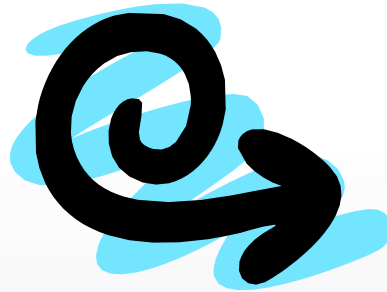


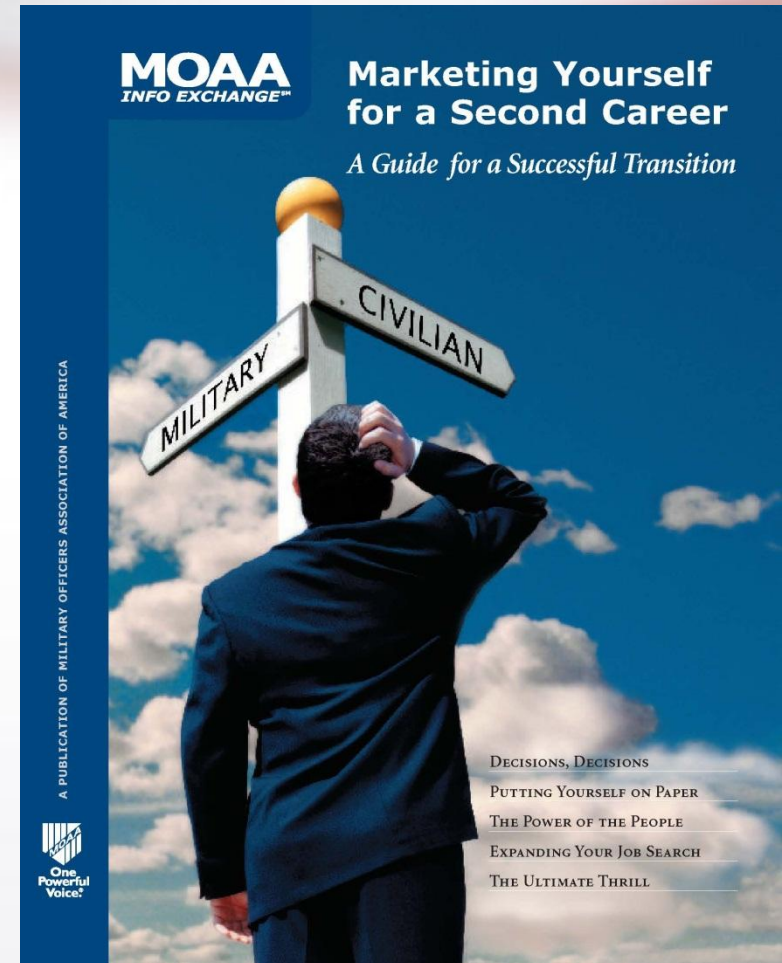
# Marketing Yourself



# PLEASE FILL OUT THE CARD!

## Marketing Yourself for a Second Career

*A Guide for a Successful  
Transition*



# THE HILL

## **Military Officers Association of America (MOAA) named Top Advocacy Association**



***The Hill* newspaper in Washington, D.C., announced that MOAA is one of the local area's top lobbying organizations. This is the **fifth consecutive year** the publication has recognized MOAA and the **third consecutive year** that MOAA has been the **only veterans organization** named.**



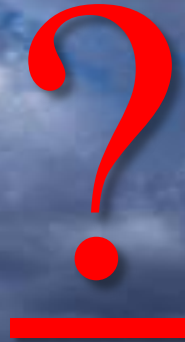
# IMPORTANT ISSUES



- **Major Pay Raises for Currently Serving**
- **Major GI Bill Upgrades**
- **Defeated Major TRICARE Fee Hikes**
- **Combat-Related Special Compensation**
- **SBP Benefit Increase**



# STORM CLOUDS AHEAD



# **BOTTOM LINE ON MAJOR RISKS**

## **Limited Fiscal Cliff Fixes**

- **Sequestration**
- **Another \$500 Billion+ Defense Budget Cut**
- **Retirement Change Proposals**
- **Health Care Cutbacks / COLA**

**“Military service is unpredictable, your benefits should not be”**

# The Military Coalition

- 34 member organizations
- 5.5 million active, reserve, retired, survivors, veterans and families, including:
  - Iraq and Afghanistan Veterans of America
  - NCOA – VFW
  - Fleet Reserve Association
  - National Military Family Association, and many others

# **NEW CHALLENGES!**

## **Don't Lose Your Vote!**

- **Educate Congress**
  - **Earned Benefits vs. Social Programs**
  - **Avoid Disproportional Sacrifice**
- **Mobilize to Support 2013 Priorities**
  - **Protect against Excessive Force Cuts**
  - **Bar Unfair Tricare Fee Hikes**
  - **Protect Medicare/TRICARE/Social Security**





# WHY AM I HERE?



- NOT to sell you anything... Or make you scared...

**To get you focused!!**

- Ensure you have the information to

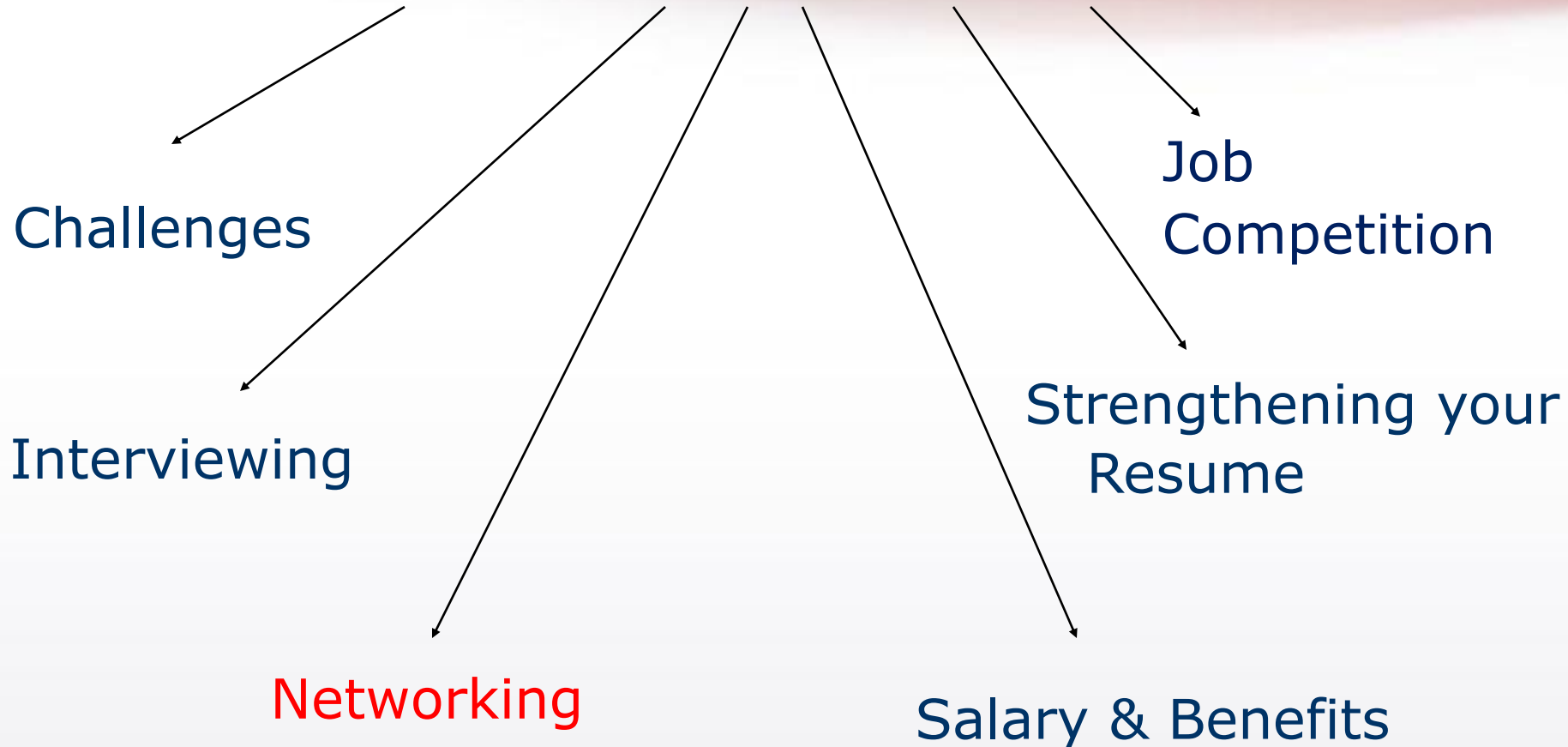
**Make sound decisions**

- And get you thinking about

**The next phase of your life  
.....After the military**

# WHAT WE WILL COVER

## A Plan for the Job Search



# A FEW THOUGHTS



- SUCCESS IN THE MILITARY DOES NOT GUARANTEE INSTANT "SUCCESS" IN THE CIVILIAN WORLD
- YOU WILL BE CHALLENGED BUT ALSO SUCCESSFUL – "JUST RELAX"
- Minimum Level of Effort:
- One Network Contact A Day
- Some anxiety is normal



# **THE 2nd CAREER PUZZLE**

- **What jobs are “out there”?**
- **What can I do?**
- **What do I want to do?**
- **Where/when will I do it?**
- **How much will it pay?**
- **How much do I want?**





# **CHALLENGES & DILEMMAS**

**LOYALTY**

**MARKETING YOURSELF**

**UNCOMFORTABLE  
NETWORKING?**

**MY FIRST RESUME**

# ASSESSMENTS

Job - Skills and  
Experience

Location

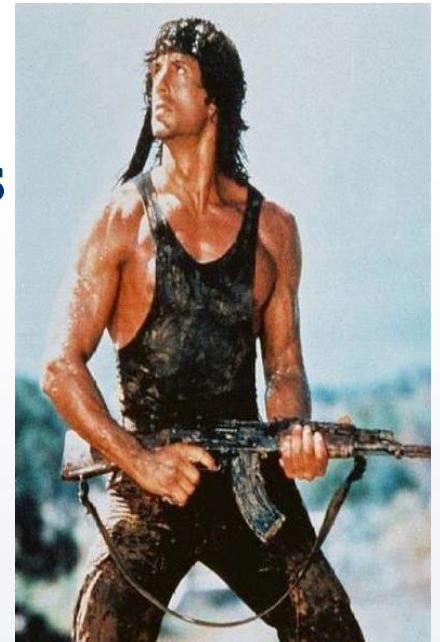
Compensation -  
Economic  
Motivator

# CULTURE SHIFT

- **Over/Under Qualified**
- **Flexibility and Cultural Sensitivity**
- **Unfamiliar with the Civilian Industry**
- **Informal Org Structure**
- **Employers Don't Know Us**



Think we are different!!!



# YES! WE ARE DIFFERENT

- Camaraderie & unique life styles
- Moral & Ethical Standards
- Loyalty: organization/personal
- Stressful Life
- Work ethic of task vs time
- Responsibility - Greater & Younger
- Had the honor to serve our Nation



(And that's OK!)



# **WHAT EMPLOYERS WANT**

- **An understanding of “The Bottom Line”**
- **Be self sufficient and “finding a good fit on the team”**
- **Technical Proficiency**
  - **What’s your Value Added**
  - **Computer Savvy**
- **“Hit the ground running”**



# GREATEST DECISIONS WHAT NOW??



Vs.



***“Can a Former Top Dog Find True Happiness on Slower Track”***

# WHAT OTHERS ARE DOING?

## AVIATION

FBO Manager

## SALES

DoD Contractor  
Business Development

## ASSOCIATIONS

## SELF EMPLOYED

Independent Proposal Consultant



## FRANCHISEES

UPS Store

## ADMINISTRATION

Law Office

## MANAGEMENT

CarMax / Lumber 84

## FINANCIAL ADVISOR

Edwards Jones

## GOVERNMENT

THINK OUTSIDE THE BOX



# GET ORGANIZED

Family, Medical, Financial



References

Networking List



Transition  
Expenses

Social Media

Develop Plan



# TRANSITION PLAN

## 12-9 Months

- Assessment
  - Self/Family
  - Financial/Medical
- Attend GPS Class
- Networking Resume
- Attend Career Fairs
- “Check your Threads”
- Research
  - Location/Careers
  - Opportunities
  - Contacts

## Networking Plan



## 8-5 Months

- **Networking**
  - Family / Friends / Church
  - Professionals / Colleagues
  - Volunteering / Sports
- Research
- Informational Interview
- Initiate Contact with Recruiters
- Interview Prep
- Expand Wardrobe

## 4 Months.....

- **Networking**
- Refine Focus
- Job Specific Resume
- Apply for Jobs
- Research
  - Companies / Salaries
  - Employer / Competitors
- Interview Prep
- SBP Decisions
- Life Insurance Adjustments
- Follow-up w/ Employers and Recruiters

# THE CIVILIAN WORLD

## JOB MARKET ENVIRONMENT



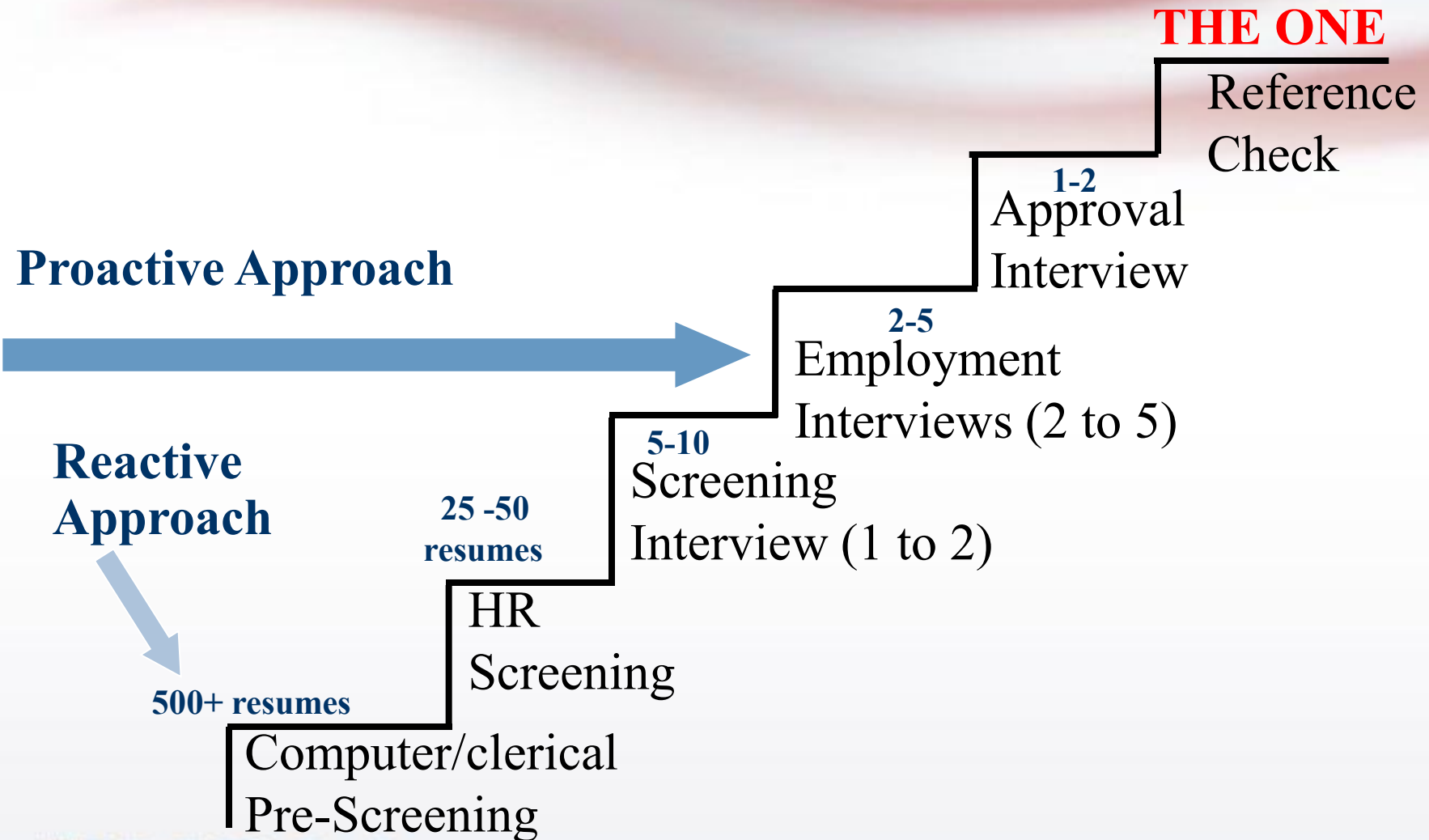
- Hiring, but very selective
- Fields: Health Care, High Tech
- **Hidden Job Market**

[www.careeronestop.org](http://www.careeronestop.org)

[www.onetonline.org](http://www.onetonline.org)

- Long-term unemployed 6 months
- Jobs added—236,000
- Need 200k per mo/5 yrs to traditional level-5.5%
- Good/Bad News: “Boomers” retirement age

# STEPS TO FINDING A JOB



# THE RESUME

*Do Your Own – Don't Pay Anyone !!*

- **Kinds: Networking & Job Specific**
- **Styles: Chronological, Functional, & Combination**
- **Government Position**  
**[www.fedshirevets.gov](http://www.fedshirevets.gov)**



## **Do:**

- **2 pages**
- **Keywords**
- **10/12 Pitch**
- **White Bond**

## **Don't:**

- **Italics**
- **Graphics**
- **Photocopy/Fax**
- **Fold/Staple**



# RESUME DEVELOPMENT



**Organize** – Clarify goals and gather information



**Write** – Capture thoughts and ideas in draft



**Edit** – Clarify and revise text in focused, concise language

# RESUME BEST PRACTICES

- **Pronouns** - eliminate them (I, me, my, our, their...)
- **Past tense** - unless still working in the organization
- **Numbers** – use “10” instead of “ten”
- **Keep it simple** - avoid fancy fonts or symbols; 11/12 font size
- **Market appropriate** - keywords and job requirements
- **One page per 10 years of work history** - suggested max

# STRENGTHENING THE RESUME

- Reader Friendly
- Focus on Employer's Needs
- It's not what you've done that counts, it's what you have accomplished

"I spend a half hour every day screening 50 resumes or more, and if I don't spot some results in the first 10 seconds, the resume is history"

President, CJA Associates



# Summary Statement: A Look Ahead

- Four Broad Types of Business Situations:
  - Organization Start-up
  - Designing and Implementing Turnaround Strategy
  - Realignments and Change Implementation
  - Sustaining Success
- Focus on what you can do for the organization:
  - Make Money
  - Save Money



# 3 ESSENTIAL QUESTIONS

- What was your specific contribution to the division, group, or department.
- What would not have happened if you had not been there?
- What is your proudest boast?

# Emphasis on Results

... SAVED \$500K WITHOUT ELIMINATING OR DEGRADING EXISTING PROGRAMS

... WITH A 50% IMPROVEMENT IN RECRUITING, 80% GAIN IN RETENTION AND 170K SAVINGS IN OPERATING COSTS

... STREAMLINED OPERATING COST BY 55%--SAVED \$900K

... A 17% STAFF REDUCTION WAS ACHIEVED WHILE OUTPUT QUALITY INCREASED

... ACHIEVED 2% INCREASE IN PRODUCTIVITY WITH A 32% SMALLER WORKFORCE

... COMMENDED FOR SUPERIOR PERFORMANCE, RATED #1 OF 15 PEERS

# Editing Accomplishment Statements

## **Good**

Conducted many training programs in several states which reduced problems.

## **Better**

Conducted more than 45 service technician training programs throughout an 8-state region reducing customer complaints by 22% in a 6-month period.

## **Best**

Reduced customer complaints by 22% in a 6-month period by conducting more than 45 service technician training programs throughout an 8-state region.

# Resume Layout

NAME

1 Any Street

City, State 12345

123.456.7890 • email address

LinkedInURL

Summary/Clearance Data

Selected Career Highlights

Professional Experience

Education and Professional Development



# James H. Zone

Street  
City, State

Email

Ph #

Ph #

**TOP SECRET/ SCI**

## **TRANSPORTATION MANAGEMENT**

Over 15 years success at supervisory level in Transportation Management. Experiences in allocating and managing revenue-generating resources in material distribution networks and marine and air cargo...Areas of expertise include:

Ocean Terminal Management / Port Operations / Motor Fleet Management  
Traffic Management / Inventory Control / Customer Service / Financial Management  
Facilities Management

### **--Selected Accomplishments--**

- Produced \$92M cost avoidance over two-year period
- Saved \$1.1M through in-house development
- Improved cargo manifest accuracy by 18% and time loss of submission by 10%
- Implemented automated documentation system that improved office productivity by 17% and saved \$2.1M annually in transportation cost

## **EDUCATION**

M.B.A., Michigan State University, East Lansing, MI

B.A, Business Administration, Miami University, Miami, FL



# SUMMARY STATEMENT: HARD SKILLS

- Financial Management
- Strategic Planning
- Operations and Execution
- Program Management
- Personnel Administration and On-boarding
- Government Relations
- Facilitation and Classroom Management
- Facilities and Installation Management
- Foreign Language Ability
- Clearance Data

# **SUMMARY STATEMENT: SOFT SKILLS**

- Training and Leadership Development
- Managing Culturally and Ethnically Diverse Teams
- Leading Dispersed Teams – Managing Remote Workers
- Building Consensus and Coalitions
- Polished Communications Skills
- Customer Relationship Building
- Leading Change
- Learning Agility
- Managing Through Ambiguity
- Leading Lean Organizations

# **SUMMARY OF QUALIFICATIONS**

## **SUMMARY OF QUALIFICATIONS**

Over twelve years of senior decision making experience in personnel and administration management, training, resource management, operations planning and financial management. Demonstrated organizational ability, cost savings and productive working relationship with all wage and salary levels. Exceptional organizational, analytical, project management and leadership talent. Experience enhanced by education. Active TS Clearance.

# **SUMMARY OF QUALIFICATIONS**

## **SUMMARY OF QUALIFICATIONS**

- Over 20 years experience in various jobs of increasing responsibility
- Demonstrated success as a manager, leader and trainer
- Extremely proficient at developing and motivating a productive staff and business team
- Outstanding communication skills in both oral and written media
- Conversant with reading, speaking and writing in the German language
- Totally comfortable working in multinational and multicultural organizations
- Active TS/SCI security clearance dated ...



# MANAGING YOUR REFERENCES

- Carefully select 4-6 professional references
- Ask for permission
- Ask for resume feedback
- Prepare references to best represent you
- Have your reference list ready to present when requested
- Keep references informed of your search progress!



# NETWORKING

- **Creates opportunities**
- **Prepares you for competition**
  - **Salary Ranges**
  - **Interview**
  - **Company Intell**



# **NETWORKING**

**“80-90% of all jobs come from networking”**

**Friends**



**Religious  
Organizations**

**Associations**



**Social Media**

**Airports**

**Alumni**

**References**



**Clubs**



**Sports**

**Informational Interviews**

**Schools**

**Career Fairs**

# NETWORK DEVELOPMENT

- Allies – Experts you can count on.
- Advocates – Will promote you; high level of trust
- Actors – you exchange information; some level of trust
- Associates – regular contact
- Acquaintances – something in common
- Accidents – random encounters

# **EFFECTIVE USE OF YOUR TIME**

- **75% Networking & Research**
- **20% Resume Preparation & Responding To Advertised Positions**
- **5% Contacting Executive Recruiters & Miscellaneous Administration**



**Also.....**

- **Exercise regularly**
- **Spend time with family**
- **Pursue (or develop) hobbies**



# **Focus On: LinkedIn**

- **Largest, most popular professional/business network**
  - More than 120 million professionals in 150+ industries globally in over 130 countries
  - Facilitated millions of business introductions
  - Based on six degrees of separation concept (but three degrees on LinkedIn)
- **Part social network, part business network, and part contact management system**
- **Important functions: Job Search; People Search; Company Search**
- **MOAA Career Networking Group – Weekly Tips**

# YOUR NETWORK

## Trusted Professional Circle

You are at the center of your network. Your connections can introduce you to 2,903,600+ professionals — here's how your network breaks down:



### **Your Connections**

Your trusted friends and colleagues

**114**



### **Two degrees away**

Friends of friends; each connected to one of your connections

**33,600+**



### **Three degrees away**

Reach these users through a friend and one of their friends

**2,869,800+**

**Total users you can contact through an Introduction**

**2,903,600+**

# **ONLINE LIMITATIONS**

- **People you're contacting to need to see or hear your name in at least three modes of communication:**
  - e-mail
  - phone call
  - face-to-face encounter
- **Maintaining a secondary relationship requires two to three pings a year**
- **A reasonable goal could be to reach out to one person in your extended network weekly:**
  - sharing information
  - e-mailing interesting news stories
- Real networking is about finding ways to make others successful – **filling the well before you're thirsty**

# **30 SECOND COMMERCIAL**

**Introduce yourself with your 30-second commercial:**

Name

Most recent position/assignment

What were your major responsibilities?

What were your proudest accomplishments?

What is next?

# **JOB FAIR PROCESS**

- Research target companies
- No cover letters
- 30 second commercial
- Balanced conversation
- Business cards
- Look for lone wolves



# **MOAA CAREER FAIRS**



**Career Fair  
Washington Convention Ctr  
April 2, 2013**

**Home  
[www.brazencareerist.com](http://www.brazencareerist.com)**

**Mar 27, 2013**



# INFORMATIONAL INTERVIEWS

- Start with people you know
- Develop lines of questions
- Ask for referrals to others
- Don't ask for a job



# **AGENCIES AND RECRUITERS**

## **Contingency**

- **Fee upon placement**
- **Salaries to \$125,000**
- **Not usually exclusive**
- **Presents many candidates**
- **Sometimes known as Agency**

## **Retained**

- **Salaries above \$125,000**
- **Fee paid by employer**
- **Exclusive assignments**
- **Presents 3-7 candidates**
- **Can be known as Recruiter or Search Firm**

# LIGHTNING STRIKES



"They hire for attitude, train for skill....skill can be changed or taught; attitude cannot"



# PREPARE FOR THE INTERVIEW

If you get the interview – you are qualified!!!

- Do Your Homework !!
  - Ask “Why should they hire me?”
- Do An “Area / Route RECON”
- Rehearse





# YOUR VALUE ADDED

- Commitment to Core Values
- Hard Work / Trust / Winning
- Leadership / Mission Oriented / Flexible
- Computer Literate / Communicate Well
- Work in Changing Environment - Diverse
- Continually Learning: New Jobs / Skills
- Innovative / Freewheeling / Decisive
- Handle Stress / Simplify the Complex
- Multi-Tasker

# INTERVIEW TYPES

Phone



One-On-One



Company Team



# Phone Interviews

- **Preparation:**

- Optimize voice quality
- Eliminate distractions
- Copies of resume, application, schedule, and company background immediately available
- Be in business mode
- Check Google/LinkedIn if possible
- Listen intensely – no interrupting

# Phone Interviews

- **During the call:**
  - Land-line if possible
  - Answer in less than 2 minutes
  - A smile helps to transmit warmth and friendliness through your voice
  - Don't rush your words – use stickers
  - Use a library-level of voice volume
  - **Caution: Multiple people on the line**

# Phone Interviews

- **As the conversation closes:**
  - Understand the next step in the process
  - Suggest a face-to-face meeting
  - Try to get contact information

# THE FIRST IMPRESSION

## *Make or Break You*

- **Appearance**

- **Phone**

- HOOAH!!!!

- Voice Message

- **Print**

- Emails

- Resume/Letters—Typos

- “... **Attention To Detial**”

- **masterstripper@excite.com**

- **Ed (Flash) Gordon**





# CHECK WARDROBE

“THEY SEE YOU BEFORE THEY HEAR YOU”



YOU NEVER GET A SECOND CHANCE  
TO MAKE A FIRST IMPRESSION!!

# **INTERVIEW TIPS**

- **Organize Your Thoughts**
- **Translate Your Message Into Benefits To The Hiring Manager**
  - It's about how your skills can be used where you are going – not where you've been!
- **Efficient Answers - Get Right To The Point**
- **Be Natural - Let The Real You Come Through**
- **Treat Everyone As The Hiring Authority**

# **TYPICAL INTERVIEW QUESTIONS**

- Tell Me About Yourself
- What Will You Bring To This Job?
- Why Do You Want This Job? What About Our Company That Appeals To You?
- What Is The Toughest Work Related Problem You Ever Faced and How Did You Solve It?
- What Are Your Top Three Achievements?
- Why Are You Leaving The Service?

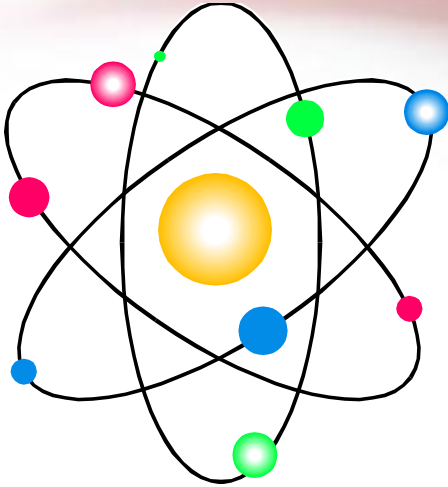
# **YOUR QUESTIONS**

**Always Have 2 Or 3 In Your Hip Pocket**

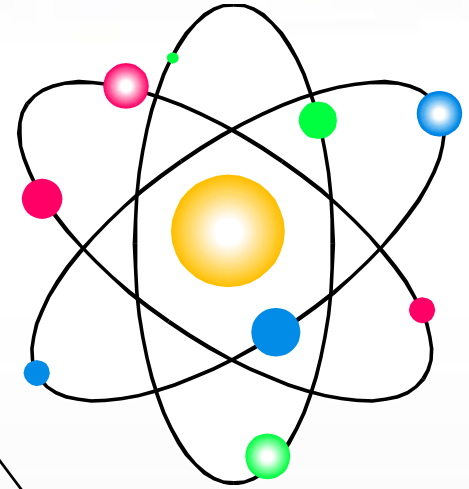
- What obstacles must be overcome to succeed?  
How will my performance be evaluated?
- What would constitute success if a performance evaluation is done in 3 months, 6 months, 1 year?
- Opportunities for growth over the next 12 months?
- What is Next?

# THE INTERVIEW-BOTTOM LINE

Relationships



Can You or Do You  
Have the Potential  
to Do the Job?



What's Your Attitude?

Do You Fit?

It's a "Chemistry" Test!!

"Hire For Attitude and Train For Skill"

# THANK YOU LETTER

- Express Appreciation
- Reinforce Understanding of Position's Requirements and Qualifications Match
- Correct Misunderstandings
- Express Interest In Position and Company
- Follow-Up Call





# REJECTION SHOCK

- IT WILL HAPPEN!
- LEARN FROM IT
- KEEP FOCUSED
- BE POSITIVE
- WRITE A TURN-DOWN LETTER



# **"SHOW ME THE MONEY!"**



# SALARY \$\$\$ INFORMATION

## READ

Occupational Outlook Handbook

Trade / Professional Journals

American Salaries and Wages  
Survey / Newspaper

American Almanac of Jobs and  
Salaries

Jobs Rated Almanac

American Salary Wage Surveys



## TALK

Informational Interviews

Networking

Executive Recruiters

Competing Organizations

Consultants



## LINK

[Salary.com](#)

JobStar

America's Career Info  
Net

Alta Vista

Yahoo

Career Mosaic

CompensationLink

Wageweb

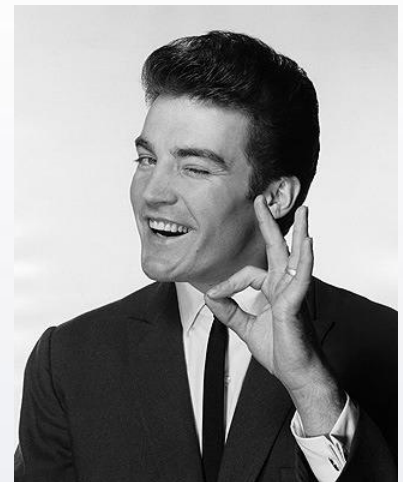
Bureau of Labor Statistics

[Glassdoor.com](#)



# **KNOWLEDGE IS POWER**

- **ASSUME MOST EVERYTHING IS NEGOTIABLE...**(Larger companies may have less flexibility with Benefits Packages)
- **DO YOUR SALARY HOMEWORK**
- **WANT TO KNOW THE SALARY RANGE? ASK!!**
- **GET THE JOB OFFER...**
  - **Negotiate final salary**
  - **Get /Give a range**
  - **Discuss growth potential**



# **DETERMINE YOUR WORTH**

- Skills, Experience and Education Are Not the Only Factors That Determine Your Worth
- Location, Industry and Company Size Are Also Important
- State of the Job Market
- Personality / Communication Skills
- Keep Talking to Folks in the Field (s) That Interest You

# Where Did The Money Go?

**Only Meant As An Illustration**  
**Don't Take These Numbers to the Bank**

## Military

Gross Pay	<u>\$100,000</u>
Federal Taxes	\$9,857
State Taxes	\$0
SGLI	\$312
SBP	\$0
Dental	\$0
TRICARE	\$0

**Net Pay \$89,831**

**\$7,486 per month**

## Civilian

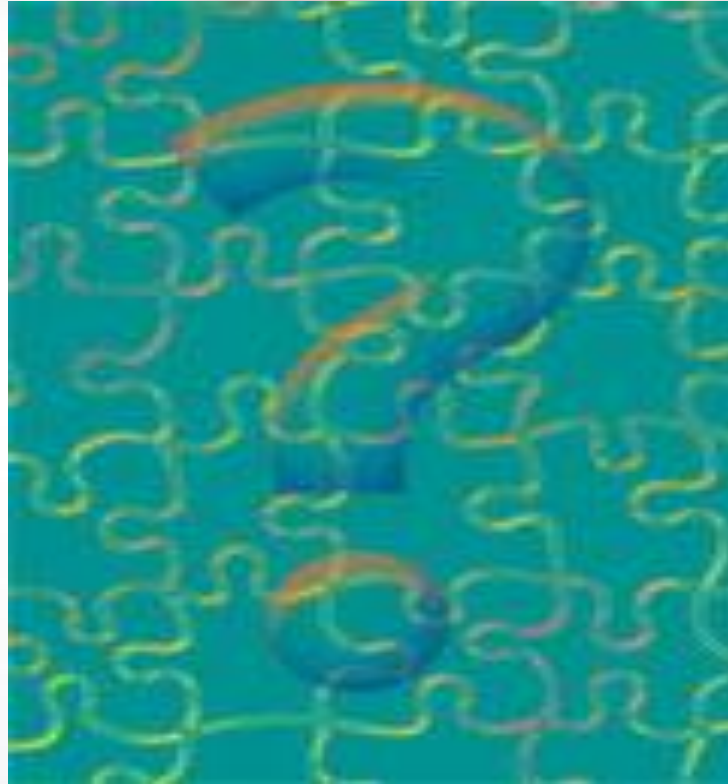
Gross Pay	<u>\$100,000</u>
Federal Taxes	\$22,000
State Taxes	\$5,750
Ins	\$900
SBP	\$4,200
Dental	\$240
Medical	\$1000

**Net Pay \$65,910**

**\$5,493 per month**



# **WHAT'S IT GOING TO TAKE TO BRING YOU ON BOARD?**



**Did I Just Offer You a Job?**

# Negotiation Discussion

- Express enthusiasm and confidence
- Indicate there are some areas you'd like to discuss
- Communicate expectation that you can work through items successfully
- Indicate areas of agreement first
- Discuss and resolve differences
- Affirm agreement
- Ask for final offer in writing
- Establish start date



# Negotiation Discussion

## **They Offer:**

- \$74,000 salary
- Eligible for salary review/raise one year from start date
- 2 weeks vacation
- Full group medical coverage with 30-day waiting period
- 401K/Retirement savings plan with six-month wait

# Negotiating Practice

## **They Offer:**

- \$74,000 salary
- Eligible for salary review/raise one year from start date
- 2 weeks vacation
- Full group medical coverage with 30-day waiting period
- 401K/Retirement savings plan with six-month wait

## **You Want:**

- \$80,000 annualized salary plus bonus
- 3 weeks vacation plus 3 personal days
- Need health insurance ASAP
- Immediate participation in 401K/ retirement plan
- Flex time/telecommuting
- Other \_\_\_\_\_

# **BENEFITS**

- **Medical Benefits**
- **Retirement Plan**
- **401(K) Plan**
- **Life Insurance**
- **Vacation / Sick Leave**
- **Perks / Incidentals**



# **WHAT'S NEGOTIABLE?**

**Moving Expenses**

**Housing**

**Parking**

**Start Date**

**Office Space**

**Health Clubs**

**Entertainment Costs**

**Hiring Bonuses**

**Maternity/Paternity Packages**

**Work Schedule**

**Phones**

**Computers**

**Commissions**

**Education**

**Frequent Flyer Miles**

**Transportation**

**Wardrobe**

**Association Fees**





# EVALUATE THE PACKAGE

- Take Time to Evaluate the Offer
- Send Thank You Notes
- Discuss Benefits with Military/Spouse
- Look for All Opportunities to Convert Taxable Income and Expenses to Pre-tax/Tax deferred--FSA
- Accept / Decline / Renegotiate
- Severance / Relocation .....And—

**Get It In Writing!**

**And....Read The Fine Print**

**This**



**Not This**



# Top 10 - Keep in Mind

10. Their first offer is likely not their best.
9. They might be surprised if you didn't negotiate.
8. Employers want to get this over with, too.
7. They can't read your mind.
6. You can't blame a guy or gal for asking.
5. You don't know if you don't ask.
4. They want you to take the job.
3. They want to make you happy.
2. They're competing for you now.
1. A radical thought – you might actually be worth more!

# IN CLOSING

“Military transition is a starting gate – not a finish line...”



You have the opportunity to place the gates and define what is behind them.”

# **THANKS FOR SERVING**

“America’s troops and their dedicated families  
are the only



military weapons system that has never let our  
country down”